

# FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * <b>CHAPMAN THOMAS F</b>			2. Issuer Name and Ticker or Trading Symbol <b>EQUIFAX INC [EFX]</b>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>Chairman and CEO</b>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <b>02/12/2004</b>					
C/O EQUIFAX INC, 1550 PEACHTREET STREET NW								
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
ATLANTA, GA 30309								
(City)	(State)	(Zip)	<b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>					

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/12/2004		M		10,389	A	\$ 9.6243	391,819	D	
Common Stock	02/12/2004		M		58,056	A	\$ 11.5491	449,875	D	
Common Stock	02/12/2004		M		58,056	A	\$ 12.5118	507,931	D	
Common Stock	02/12/2004		M		58,056	A	\$ 13.474	565,987	D	
Common Stock	02/12/2004		M		58,056	A	\$ 14.4367	624,043	D	
Common Stock	02/12/2004		F		155,374	D	\$ 26.72	468,669	D	
Common Stock								6,833	I	401(k) Plan
Common Stock								17,000	I	Family Partnership

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares					
Stock Option/Right-to-Buy (1/31/96)	\$ 12	02/12/2004		M			58,056	(U)	01/31/2006	Common Stock	58,056	\$ 11.5491	0	D		
Stock Option/Right-to-Buy (1/31/96)	\$ 13	02/12/2004		M			58,056	(U)	01/31/2006	Common Stock	58,056	\$ 12.5118	0	D		
Stock Option/Right-to-Buy (1/31/96)	\$ 13	02/12/2004		M			58,056		01/31/1996	01/31/2006	Common Stock	58,056	\$ 13.474	0	D	

Stock Option/Right-to-Buy (1/31/96)	\$ 10	02/12/2004		M		10,389	01/31/2000	01/31/2006	Common Stock	10,389	\$ 9.6243	47,665	D	
Stock Option/Right-to-Buy (1/31/96)	\$ 14	02/12/2004		M		58,056	01/31/1996	01/31/2006	Common Stock	58,056	\$ 14.4367	0	D	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CHAPMAN THOMAS F C/O EQUIFAX INC 1550 PEACHTREET STREET NW ATLANTA, GA 30309	X		Chairman and CEO	

## Signatures

Kent E. Mast as Attorney-in-Fact for Thomas F. Chapman		02/16/2004
<small>**Signature of Reporting Person</small>		<small>Date</small>

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Exercise of an option that vests in four equal annual increments beginning 1/31/97.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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